Moscow as a Business Center



ENTRAL Russia, with Mos- and Moscow markets is marked. This region contains 18 governments, the rural towns, whose wants are recovering an area of 480,000 square stricted, if not primitive, and who are miles-less than one-half of the area in the stage when new wants and of the Petrograd district, but with habits are forming. This does not more than twice the population, viz., necessarily lessen the range and va-45,000,000. As might be expected, says riety of the articles desired-rather a writer in the magazine, Russia, the the contrary. But the attractiveness large towns are both larger and more of the articles, rather than the quality, numerous than elsewhere in Russia. Moscow had in 1912 a population of 1,617,000. Railway communications erly grasped and exploited by the Gerare, for Russia, relatively well devel- man trader, and in this connection, oped here and to the south.

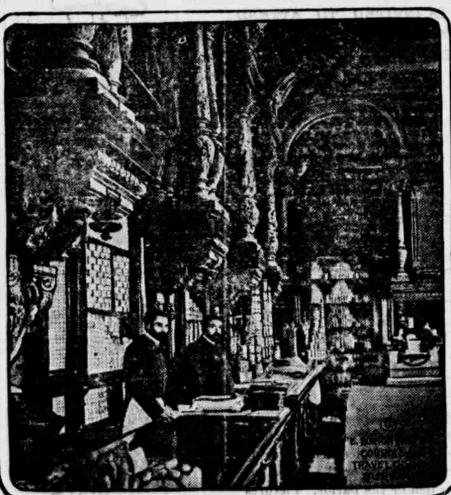
As a place of business Moscow occuples a unique position. The interests and of German trade "penetration" of located there control and serve the Russia more apparent. Moscow's enormous area of which the city forms literally the geographical center, in all Large numbers of these stores were matters of supply and demand for a mainly agricultural country; and it is through the Moscow merchants and agency houses that foreign imports are brought most directly before the consumers. With characteristic enterprise, the Moscow merchants have also organized and may be said to control the Siberian trade. Many of the most successful of her citizens are Siberian born, who find it desirable to live in Moscow to direct the financing and the purchasing end of their business opera-

Manufacturers Are Powerful.

Finally, industrial Russia may be

cow, the ancient capital, as its Broadly, Petrograd disposes of a higher focal point, is at once the class of article at corresponding prices. richest and the most thickly Moscow's clients belong mainly to the populated part of the country. peasant class-to the inhabitants of appeals, and cheapness is an all-determining factor. This attitude was clevnowhere else so much as in Moscow is the evidence of German adaptability. stores were full of German goods, obviously German, while the representatives of German houses in the district must have been numbered by thousands. In Moscow's best department store, the largest in Russia, which was founded by Scotsmen in the forties of the last century, and is still conducted under British-management. probably 60 per cent of the foreign goods on sale have been of German manufacture. The range of retail prices paid, and the quality which satsfles even the good class in Moscow, re distinctly lower than in the betterlass trade of Petrograd.

Center of the Fur Trade.



sione forms almost a party in the state and exercises a potent influence on the tariff policy of the country. This association is responsible for the Russian textile industries, which center mainly here; the iron and steel industry, and many other manufactures, which are financed with local capital. it was Moscow's initiative, also, that started cotton growing in the Caucasus and central Asia, which now supply a considerable portion of the raw material of the country's cotton trade.

The air of business which pervades this strange but fascinating city is attractive to a Westerner. Business men are more accessible than elsewhere. They seem to have a grip on affairs, and they pursue definite methods in their dealings, which lead to quick decision and execution. These qualities, coupled with a strong local patriotism and self-confidence, form the driving power of Moscow's citizens, which cannot fail to secure for the city an ever-increasing influence in the pofitical and economic development of

The dissimilarity of the Petrograd of sleeps lasting 20 years.

towards a gradual transfer of the business of subsidiary fur markets, like the Irbit and the Nizhni-Novgorod fairs, to Mescow. A movement has been initiated by the fur section of the Moscow chamber of commerce and industry to render the Russian fur industry in future independent of the

Leipzig market. Leipzig has hitherto taken largely the Russian raw furs; has treated and finished them, and has resold the finished product again to Moscow. In future Moscow purposes to do more of the finishing process herself, and is endeavoring also to get into touch with London, New York, St. Louis and other important fur-producing and furimporting centers, for the purpose of direct business dealings. Moscow can under normal conditions supply finished furs such as squirrel, squirrel tails, ermine, marten, stone and baum martén, hares, Persian lamb, etc. Russia, as is well known, is a very large buyer of fur goods.

There have been several instances

Daily theme by a Radcliffe student: "Some men are born with an insight into the soul feminine, some men marry and achieve this insight, and some men correct girls' themes and have this insight thrust upon them." Admiring comment by a Harvard student strug-It takes a girl to write that sort of thing, don't it?"-Christian Herald.

Simplest of Cements. Condensed milk applied to the edges of pieces of broken china will keep the article as intact as the majority of cements on the market today, says the discoverer. He adds that he has mended saucers that have withstood washings in hot water, and has mended a telescope lens of fairly large size with | Weekly. this unique cement.

Mr. Hoover is working for only a dollar a year, but he is beginning to earn popular gratitude in large mea-

The love between fathers and sons has never been given the conspicuous place that is given to boys and their mothers. Is that because it is more clusive than mother love?-for it is hardly less profound or beautiful. Seldom do hints of this beauty come tgling with his own daily: "Gosh! but the surface in writing. But here is a by Oliver Wendell Holmes, on his setts, just arrived from Europa;" "I he knows me as his father, but my arms are around his neck and his musyoung again at fourscore."--Collier's

> Some people give a dime to a good ause and then when dollars do not low back to them think something is wrong with the tide.-Christian Her

Routed by Baboons.

An old gentleman met with a pecullar experience at Madeira Hill, Queenstown, South Africa. Reaching the rest of the hill, he was about to settle for a quiet smoke in a sheltered nook when he was startled by a loud bark in close proximity, then by another and mother. He had dropped out, hig | crful of influences, hard experience single sentence from a letter written drove of baboons, numbering at least n handred. Almost on every rock eightieth birthday, at the homecoming there was one barking defiance at him; of his boy-"his honor, Judge Holmes, a little farther off was a big crowd of the supreme court of Massachu- of young ones. He raised his stick to his shoulder as if he was going to look up to him as my magistrate, and shoot, but at this the barking only grew more heree and more general. He thereupon decided to give the tache is sweeping my cheek-I feel baboons a "strategical riddle," evacuated the crest, and came down the town side of the hill in an orderly retreat and not too slowly,-Exchange.

> The predatory eagle with two heads can be seen under the feathers of the German peace dove.

Beware of the closed mind. sounds like a paradox when addressed to young men, yet it will, I think, bear examination. It is a truism to say that the danger of maturity, and especially of age, is the closing of the mind to new ideas. Habit, most powthe very passage of the years, all alike tend to stiffen the muscles and to harden the arterier of the mind as they do those of the body. It is a misfortune with which advancing age must struggle, and the effort is severe and too often either neglected or fruitless .-Semtor Henry Cabot Lodge.

Hard Position.

Demonstrator tofter the spill)-"How can I explain to him that it wasn't the fault of the car while he is quite senseless. After that it will be too late."

Try aHerald Want Ad.

CLOSING OUT SA

The Entire Stock of the Piatt Mercantile Co, in Angora to be closed out at once. Every item must be sold---Nothing Reserved.

9 - Nine Days of Real Bargains - 9

Don't Miss This Great Money Saving Opportunity. Prices have been made to move the goods.

Sale Opens Sat., Dec.,

And continues for Nine Days, ending on Tuesday, Dec. 11, if goods last that long

Everything Must Be Sold

We want to turn everything in the store into money without delay-that is the reason for this sale ... We did not buy this merchandise to keep, we bought it to sell and we prefer to make a quick turn and a small profit rather than keep the goods longer and make a longer qrofit.

This is not a scheme to get rid of a lot of old, out-of-date stuff. Practically everything in the store is new and up-todate, bought during the last few months.

Buy Now For Christmas

The stock includes a nice line of Christmas goods. Buy Now. You will need them soon.

Drugs. Drugs.

This Sale will include the Crouch stock of Drugs and medicines. These are staple with every family. Lay in a supply now and save money.

This sale will be a NINE DAYS WONDER for Angora, the first event of its kind in the history of the town. This sale includes Groceries, some Dry Goods, Underwear, Shirts, Overalls, Sweaters, Holiday Goods, Notions-in fact,

Come early while the stocks are complete. The goods are going to go with a rush when the people discover the chance they have. Lay in your winter's supply. First come, first served.

We want to sell all these goods with one vast immediate sale. We would rather have the money than the goods. Can a better reason be given? No attention whatever will be paid to actual former cost or present high market conditions. Everything must be sold and prices will be made accordingly. Come early. Tell your friends. Don't miss this chance to save money. No time to quote prices. Come and get the goods.

Fixtures For Sale

This sale will be in charge of Mr. H. H. Kuttner. His ability as a sale manager and bargain giver is widely known and his services are constantly in demand. It is not often that he can be secured for so small a town as Angora. Come in and meet him and he will see that you get your share of the bargains.

EVERYTHING WILL BE PRICED ON A SPOT CASH BASIS. THE ONLY OBJECT OF THIS SALE IS TO TURN THE GOODS INTO MONEY—REAL MONEY.

Piatt Mercantile Co.

H. H. KUTTNER, Sale Mgr.

Angora, Nebr.